All Children Reading
Grand Challenge for Development

Quarterly Report: Round 2 Fund Management

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Executive Summary

The third quarter of All Children Reading Round 2 was characterized by extensive partnership building efforts, prize development and marketing, and the review process for the concept notes submitted in the first stage of the grant competition. Meetings with potential partners on the west coast catalyzed ACR GCD's conversations with Microsoft, Gates Foundation, Facebook, Google and the Silicon Valley Community Foundation. Prize designs were also furthered with Orange, Berkeley Big Ideas Competition and Intel. Targeted marketing efforts and increased interest in Prize #1: Enabling Writers up to the registration deadline led to a total of 39 applicants registered for the competition. The ACR GCD Round 2 grant competition successfully closed on May 2, 2014 with 213 entries. Technical Evaluations reduced this number to 47 applicants who were asked to submit full applications. More detail on these and other activities is provided below.

Activity Progress Update:

As Fund Manager, WV is responsible for appropriate coordination, support, and management of Round 2 funding in the focus areas of: mother tongue instruction and reading materials, family and community engagement and children with disabilities. Please find below a progress update for each project activity:

OBJECTIVE 1 - *COORDINATION OF ACR GCD ROUND TWO FUND MANAGEMENT:* SECOND ROUND OF THE ACR GCD GRANTS AND PRIZES ARE CARRIED OUT AND MANAGED EFFECTIVELY

In consultation with the ACR GCD Partners, WV is expected to carry out the following activities as Fund Manager, based on decisions by the ACR Steering Committee (ACR SC) and as feasible within final funding constraints:

Activity 1.1 Prize Implementation and Hosting: During this quarter, progress was made on the Track and Trace, Digital Literacy and Global Repository prize concepts.

Prize #1: Enabling Writers – Since Enabling Writers was launched on February 27, ACR GCD has coordinated the management (e.g. prize design, platform management and marketing) through weekly calls with InnoCentive.

We are excited to report that by the July 18 registration deadline, we had attracted 39 applicants/solvers from 16 countries to this prize competition as a result of the marketing primarily by InnoCentive and complemented by ACR GCD and USAID, DFAT and the Lab, especially in the days leading up to registration deadline.

An outreach email template and blog were written for use by InnoCentive. In total, InnoCentive conducted email outreach to 710 relevant innovation organizations/solvers/networks, 70 bloggers, and 21 social media contacts (twitter, Facebook, google+ & LinkedIn). Google Analytics reveal that the Enabling Writers competition landing page received 5,521 unique page views from more than 100 countries. (Top 10 views from USA, UK, India, Kenya, Pakistan, Venezuela, Australia, Canada, Vietnam and China.) Top referrals to the competition landing page were from InnoCentive, AllChildrenReading.org, Facebook, twitter and fundsforngos.org.

Any additional marketing will focus on opportunities to share "the value add of the potential software" problem solvers are building and reminders of the final submission deadline, October 1, 2014.

Prize #2: Global Repository Report – The final report from the Global Reading Materials Repository workshop was finalized this quarter. Participant comments were integrated in the final version and the report can be downloaded from the All Children Reading website.

Prize #3: Track and Trace – Two webinars were held with USAID Missions and WV National Offices to discuss the need for and design of the track and trace prize. Follow-up consultations were held with prize consultant, Vicki Purewal, and a revised design is currently being reviewed. Conversations are also planned with publishing organizations Scholastic and Pearson to discuss current methods of tracking textbook distribution.

Prize #4: Digital Literacy – The digital literacy prize, co-funded by Intel, is currently in the design phase. An initial design was circulated in June and revisions are being made to focus less on the development of digital literacy technologies and more on the adaptation of existing literacy tools in innovative ways.

Activity 1.2 Grant Competition: The grant competition successfully closed on May 2, 2014 with 213 entries. Of the eligible entries:
- 104 entries were in the Mother Tongue focus area
- 50 in the Family and Community Engagement focus area
- 35 in the Children with Disabilities focus area
- 125 applications were received from local organizations
- 73 applications were from international organizations
- 143 organizations applied for funding under strategy 1: development and innovation, and
- 55 applied for strategy 2: efficacy and replication.

Technical reviews were conducted in three stages: first an initial eligibility screening was conducted, then the technical chairs reviewed all 200 eligible executive summaries and finally technical evaluation panels reviewed the top 120 applications which were then narrowed to 47 applicants which moved on to the Full Application stage. Full Applications will be accepted until July 31, 2014. More than 30 reviewers participated from USAID, WV, DFAT, UNESCO, Asia Foundation, University of Ottawa, University of Arizona, Organization of American States, US Department of State, and organizations in the UK and Europe.

Activity 1.3 Management of innovation and scale-up funding windows: While WV awaits the review of the full application, the ACR GCD Partners agree to allocate $1 million to scaling either a Round 1 or Round 2 innovation. The selection and implementation process will be discussed at the ACR GCD Partners meeting in September 2014.

Activity 1.4 Technical support and capacity development: None applicable in this reporting period.

Activity 1.5 Learning Agenda/ Activity 1.6 Monitoring and Evaluation:
A Request for Proposals to provide Technical Assistance and Evaluation Services to Round 2 grantees was released during this quarter. Proposals will be accepted through July 23rd.

Activity 1.7 Communications:
In Q3, WV has prepared announcements, blogs and content for:

- External publications/blogs/websites
- WV internal publications/mediums
- Social media (twitter)
- eNewsletter (monthly)

Additionally, the following corporate collateral was created:
- Partnership Brochure
- Round 2 Infographic
- Press Release: ACR GCD and Beyond Access Announce Partnership

The Lab, USAID and DFAT also have cross promoted ACR GCD via social media and eNewsletters.

Media
In an effort to uncover potential media opportunities, a Media Opportunity Identifier Report was created and sent to all WV-managed Round 1 grantees. These have been completed and are being used by Group SJR to create a media strategy for an initial three to four grantees. The plan is anticipated by August 6. USAID has since also sent the reports to their managed grantees. These are being reviewed by Group SJR as received.

Social Media
The @ReadingGCD twitter account now has 300 followers (increase of 200% since Q2) and averages 2.5 tweets per business day.

Strategy
A communication strategy was presented to the Partners this quarter in the overview document. As documented in our proposal, WV encourages and expects all Partners to utilize their networks to communicate all appropriate messaging. We appreciate the Partners outreach to date.

Activity 1.8 Events:
World Book Day – April 23, 2014
World Book Day was promoted through social media and posting a blog (via WV International website) promoting Enabling Writers.

Partner Meeting #1 – September 2014
ACR GCD Partner Meetings are being planned for September 2014 in Washington DC.

Innovator Summit – February 2015 (Australia)
We are pleased to share that World Vision Australia and DFAT will be hosting our two-day Innovation Summit in Melbourne, Australia in February 2015. This provides an opportunity to showcase ACR GCD and literacy innovation in general (particularly the investment of our Australian partners to their local stakeholders and innovator markets), nurture new Round 2 as well as Round 1 innovators, and solicit private sector partners.

Targeted invitees include Round 2 RFA grantees, Enabling Writers finalists, select Round 1 innovators and Berkeley University partners. Targeted innovation networks, solver communities

and potential private sector partners from Australia (and the South Pacific) will also be targeted for participation.

Partner Meeting #2 – February 2015
A one-day partner meeting is also planned for the day following the Innovation Summit. The meeting will be hosted by World Vision Australia.

Activity 1.9 Publications:
ACR GCD continues distribution of a monthly eNewsletter. Our listserv (newsletter subscription) in now at 1,481 (increase of 89 subscriptions since Q2).

Activity 1.10 Website Management:
At launch, the website home page consisted mostly of the menu/navigation, a slideshow of pictures, and a tagline. Updates were desired to open up the home page to more content, to increase engagement.

In Phase I of our website enhancement plan, we have made modifications to the home page that included the following additions of note:
- increased content "above the fold"
- automatic/refreshing content via added twitter, news and event feeds
- direct/highlighted links to the grant/prize competitions, partnership opportunities and Round 1 innovations
- call to action – to join ACR GCD listserv
- call to action copy added to slideshow photos

Additionally, USAID's GCD website has been updated to reflect the initiatives of ACR GCD Round 2.

Activity 1.11 Catalyzing Global Action in support of solving the ACR GCD problem:
In April, members from the ACR GCD Team attended the 7th Annual Open Innovation Conference in Philadelphia, Pennsylvania. The event focused on fostering collaboration with innovators and identifying opportunities for innovators to collaborate and grow on a global scale.

OBJECTIVE 2 - *ACR GCD PARTNER ENGAGEMENT*: ACR FOUNDING PARTNERS ARE FULLY INFORMED, CONTRIBUTING TO, AND PARTICIPATING IN DECISIONS AND VARIOUS ACTIVITIES OF ROUND 2.

WV continues to appreciate the support offered by USAID, World Vision Australia, the Australian Government and contractors DAI, Group SJR and InnoCentive. We also appreciate the collaboration, contributions and participation provided by communication colleagues at the Global Development Lab.

Activity 2.1 ACR Founding Partners coordination and consultations meetings
Partner meetings are coordinated monthly by WV, with participation from USAID, the Australian Government and WVAus. A Round 2 Overview document was created to communicate Round 2 activities, funding, partner expectations and potential partnerships. It was shared with and approved by all Partners.

Activity 2.2 Facilitate decision-making throughout award process

All ACR GCD Partners were involved in key decision-making points during Q3. With full involvement of the concept notes review process. We appreciate the Partners engagement in the upcoming full application review stage.

Activity 2.3 WV will request and coordinate efforts to be conducted by the Founding Partners in support of Round 2. As mentioned above, WV is most appreciative of the support provided by the Partners, notably support in the grant competition, RFP development, prize design and communications.

Activity 2.4 Coordinate with USAID to support and integrate activities with USAID's other contractual mechanisms.

WV led meetings with USAID E3 Senior Management and with the Global Development Lab in June. Meetings focused on communicating Round 2 core activities and areas of collaboration with other E3 and Lab activities. ACR GCD has also proactively sought or responded to invitations/requests for presentations or exhibits at USAID events/meetings such as:
- NORAD & Norway Ministry of Foreign Affairs (June 2014) – PowerPoint provided
- Global Development Lab Cornerstone Meeting (July 2014) – Presentation provided
- Frontiers in Development Event (Sept 18/19, 2014) – Presentation pitched
- African Leaders Summit Innovation Table (Aug 1, 2014) – Providing exhibit materials
- The Lab's Women Innovator video – Women ACR innovators pitched

ACR GCD has promoted USAID events, CoP initiatives, reports as well via social media and eNewsletters.

OBJECTIVE 3 - *PRIVATE SECTOR ENGAGEMENT*: INCREASE PRIVATE SECTOR ENGAGEMENT IN ACR GCD THROUGH FINANCIAL AND TECHNICAL CONTRIBUTIONS IN ORDER TO FOSTER INVESTMENT IN THE SCALING OF INNOVATIONS.

Increasing private sector engagement in international development is an explicit goal of USAID, the Australian Government and WV. The ACR GCD Partners prioritize a strategic focus on private partnerships as part of the Round 2 expansion. Therefore, Partners are encouraged to attract private sector investment, foundations, and/or new partners that will further enhance innovations and allow them to be taken to scale.

Activity 3.1: Conduct outreach to private partners.

In April, WV and USAID representatives met with key potential partners on the West Coast. Strategic meetings included Stanford, Asia Foundation, Amazon, Google, Microsoft, Gates Foundation, Facebook and Silicon Valley Community Foundation. Representatives also attended the Hewlett Foundation Open Educational Resources Conference. Follow up conversations were held with Microsoft, Google, Facebook and SVCF and partnership building is ongoing.

Berkeley – This quarter ACR GCD established a partnership with Big Ideas@Berkeley, a competition for graduate students at seven universities, to develop innovative solutions to problems in specific topic areas. The Mobiles for Reading: Literacy topic area will solicit technology-based mobile applications to improve literacy. The competition will run throughout the 2014-2015 school year and will be managed by Berkeley.

Orange – Orange is currently reviewing our proposed design for a Hackathon to create gaming apps that improve reading in each of the countries where Orange operates. An announcement of the competition is tentatively scheduled for October, with the aim to launch in January after significant targeted marketing and outreach.

Facebook: ACR GCD is currently discussing the possibility of sharing literacy content through Facebook in specific developing countries. Follow up conversations will take place in Q4 to discuss how best to adapt content to the Facebook platform and how this will be funded.

Activity 3.2: Increase private sector contributions.
None applicable in Q3.

Activity 3.3: Link grantees with promising innovations to potential donors/stakeholders for scale up. None applicable in Q3. WV, along with Partners, is working to build linkages between grantees and donor/stakeholders into the Learning Agenda to ensure capacity building and avenues to scale up promising projects.

Personnel

To further support monitoring and evaluation, WV began the recruitment process for a part-time monitoring and evaluation technical advisor, with the goal of having this position filled by October 1, 2014.

Budget:

An SF 425 accompanies this report. Please note that a few expenses were reclassified to match.

Next Quarter Plans:

Please find below highlights of key activities that will occur in Q4: grant competition finalists will be selected following full application reviews in August. Prize competitions will be finalized with Berkeley and Orange. The prize designs for Track and Trace and Digital Literacy will also be finalized. An ACR Partner Meeting will be held in Washington DC in September.

In August, ACR GCD will launch bi-monthly Innovator Spotlight webinars to highlight the learnings and achievements of Round 1 grantees.

Phase II of our website enhancements are expected to be completed the first week of September and include the following anticipated updates of note:
- Innovator profiles
- New navigation and submenus
- Grant & Prize profiles
- Press release/blog/human interest story pages
- Video gallery

- Functionality: Ability to print/pdf/email each page, ability to social share each page, greater accessibility functionality and flipbook PDFs.

We are also compiling all resources/tools/apps/books, etc. created by Round 1 grantees and loading to a tablet for sharing innovations during meetings, conferences, exhibits. This should be available by August 1.

A Branding, Marking and Communication Requirement document is also being prepared for inclusion in the grant agreements with Round 2 grantees/winners to help support and increase our communication endeavours for Round 2.

Conclusion

Q3 reflected activities required to further develop the grant and prize competitions including collaboration among the ACR GCD Partners and significant partnership building. Building on these activities, WV looks forward to the review of full applications in Q4 and further developing the prize designs while also planning for ACR GCD Partner meetings.